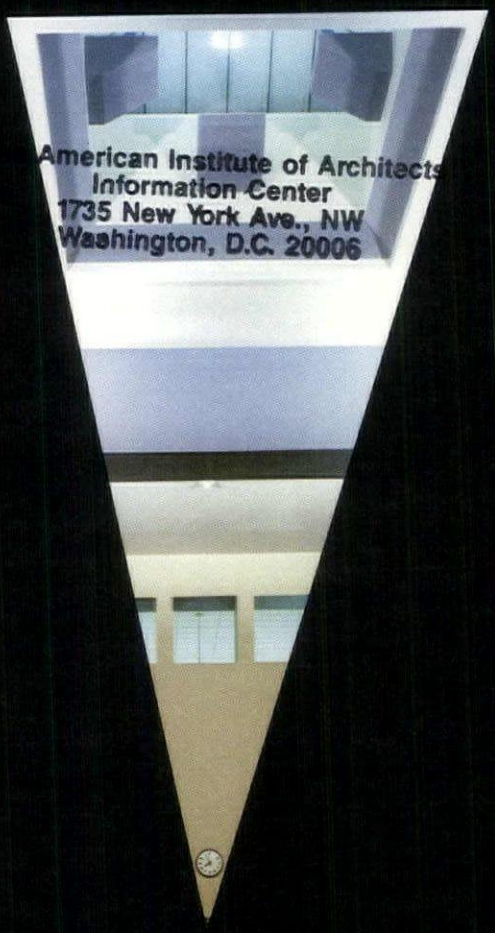
Wisconsin Society of Architects
July 1987

WISCONSIN
Architect

Special Issue

Wisconsin Society of Architects

Honor Award Program



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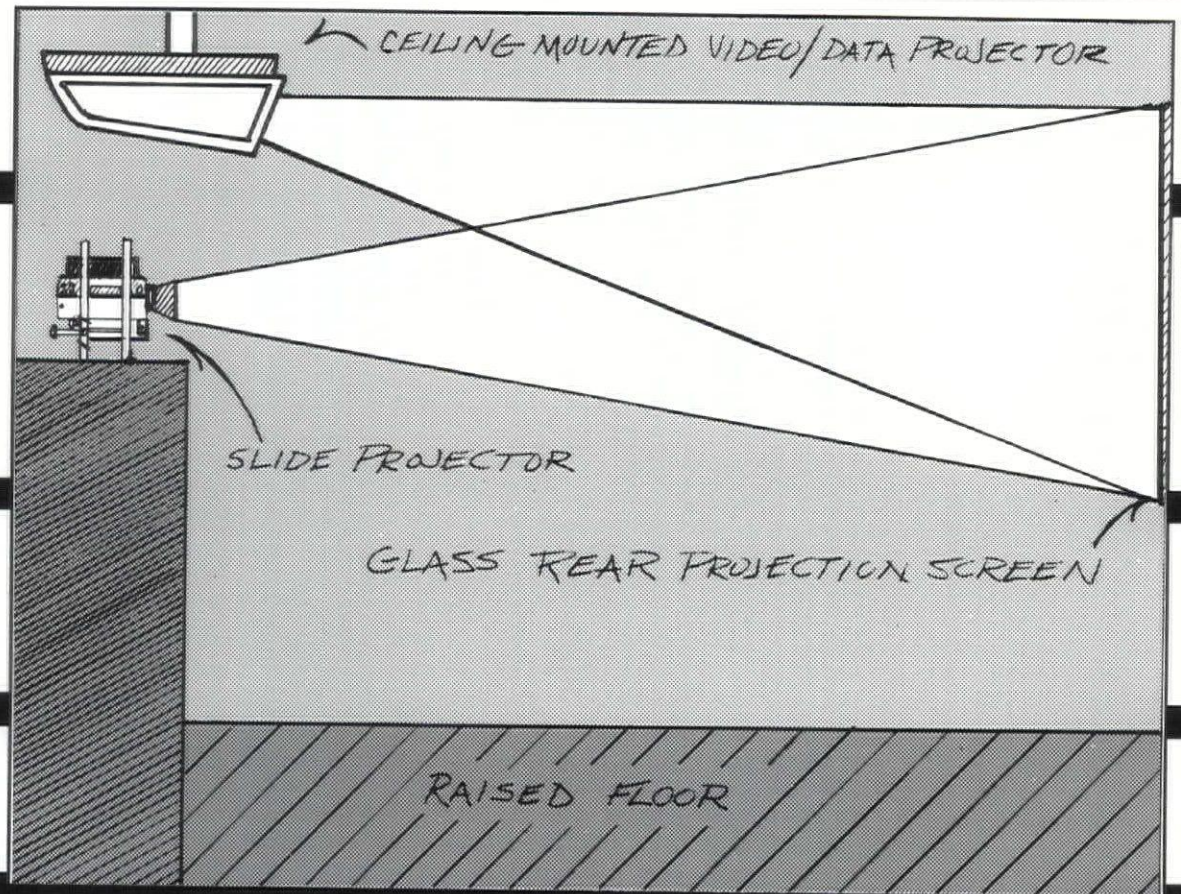

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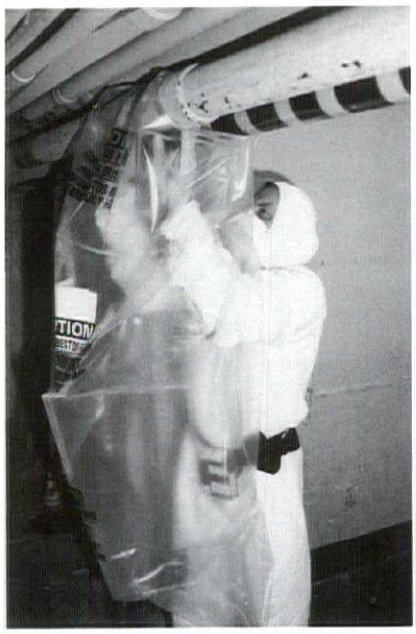

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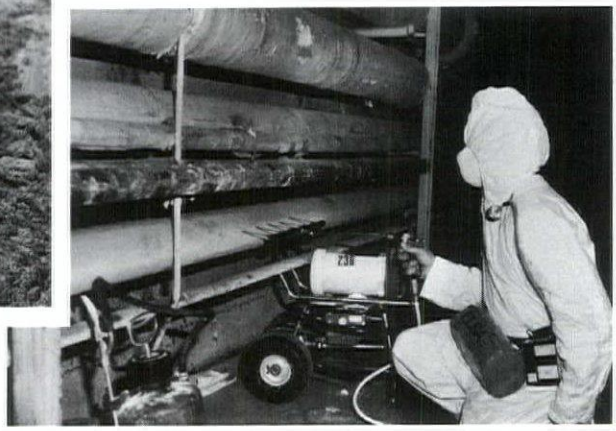

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It was clearly a regional architecture that this year's jury sought in Wisconsin.

Cynthia Weese AIA, of Weese Hickey Weese, Chicago, Illinois looked for "buildings with the mid-western spirit". Architectural historian Richard Guy Wilson, Honorable AIA, of the University of Virginia came to our state "knowing too well about the history of Wisconsin's architecture, and hoping to find that vision reconfirmed today". Charles Tapley FAIA, of Houston, Texas suggested that "Wisconsin architects look into themselves" for inspiration. He challenged WSA to "help each other to define the issues".

Wisconsin's heritage of historical and verancular styles is rich. It encompasses the tradition of European craftsmanship found in Milwaukee's many masonry structures, the Greek Revival buldings of the pioneer settlement period, the serenity of our agricultural buildings, the rusticity of the north woods, and of course, Prairie Style. But we also share a set of collective values. Our culture is different from that on the coasts, and it is also subtly distinct from that of surrounding states. There is ample opportunity in all of this to create an architecture expressive of our time and place.

How are Wisconsin architects responding to this challenge and opportunity? The Honor Awards Program provides an annual gauge of our interest and progress in this area.

Douglas Kozel, AIA
1987 WSA Awards Chairman

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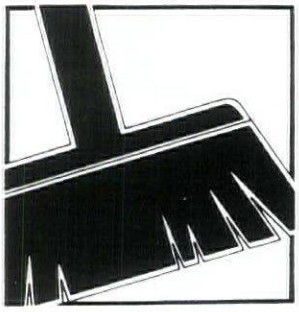

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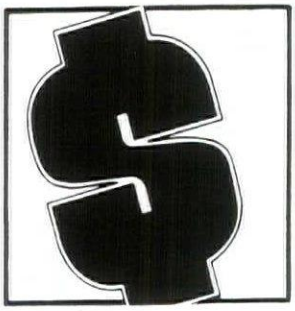

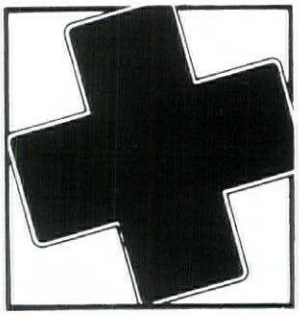

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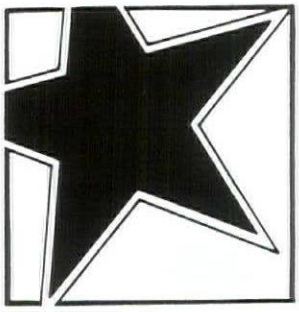

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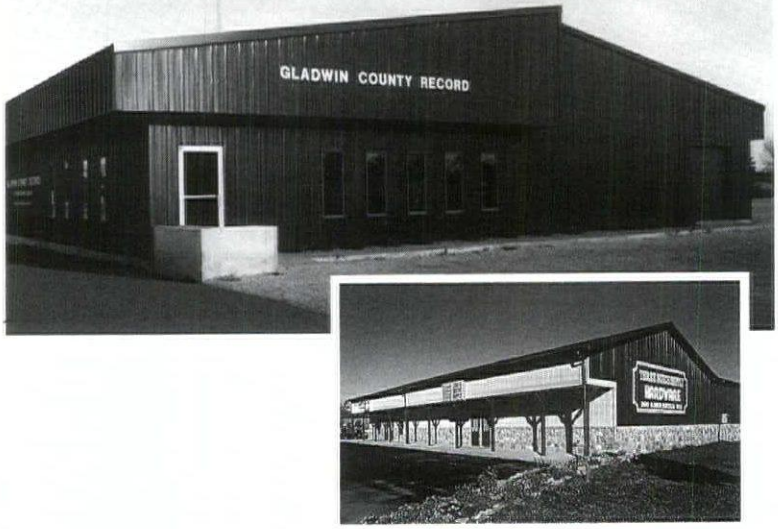

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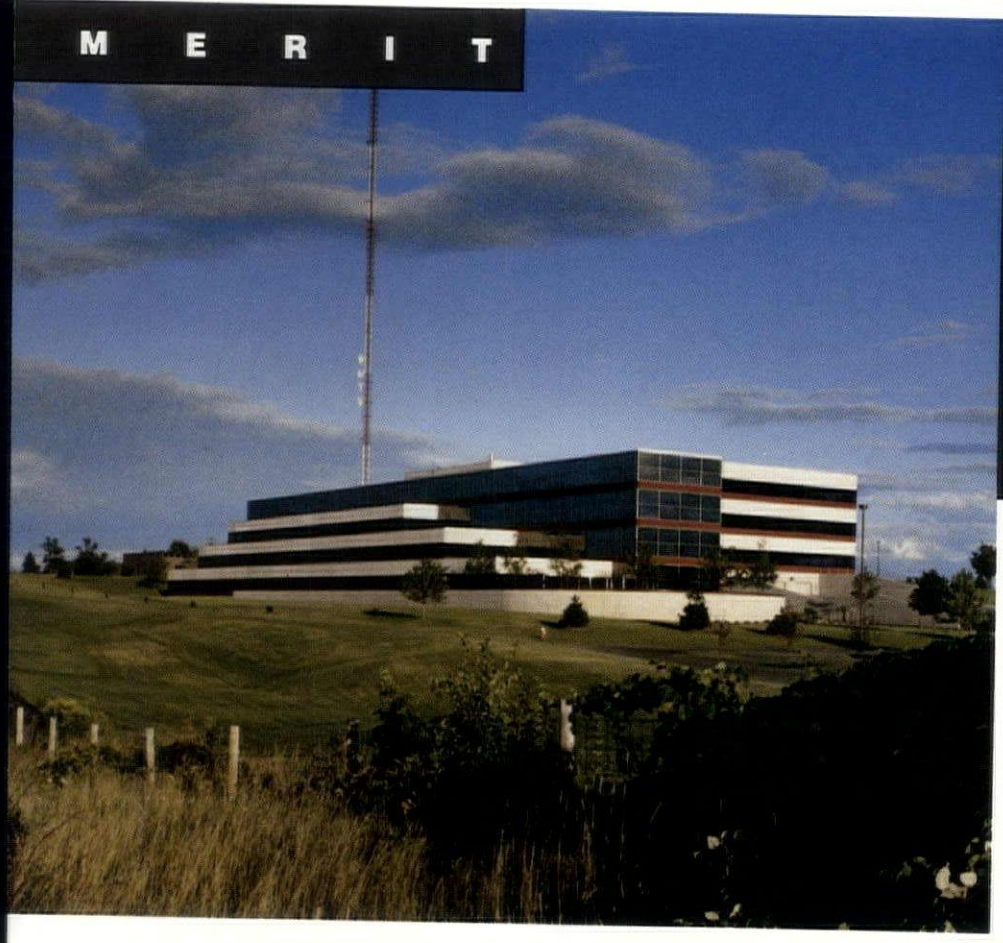


Jurors' Comments

There's a feeling that the building really belongs to the land. That's really expressed beautifully on the main roadway side of the structure. It is a neat, trim building. The massing is particularly midwestern. There is almost a Wrightian volumetric quality to it in the intersection of the different parts.

The building program for this world headquarters office building is typical for corporate offices, with emphasis on open office planning, flexibility, and access to daylight. It is sighted along a suburban four-lane highway on the west side of Madison, Wisconsin. The owners wished the building to convey a sense of energy related to both their products and their revitalized marketing program. Geometric abstraction was chosen as the design idiom to match their modern product. The resulting design weds the building site with the technological spirit.

Douglas N. Kozel, Photography

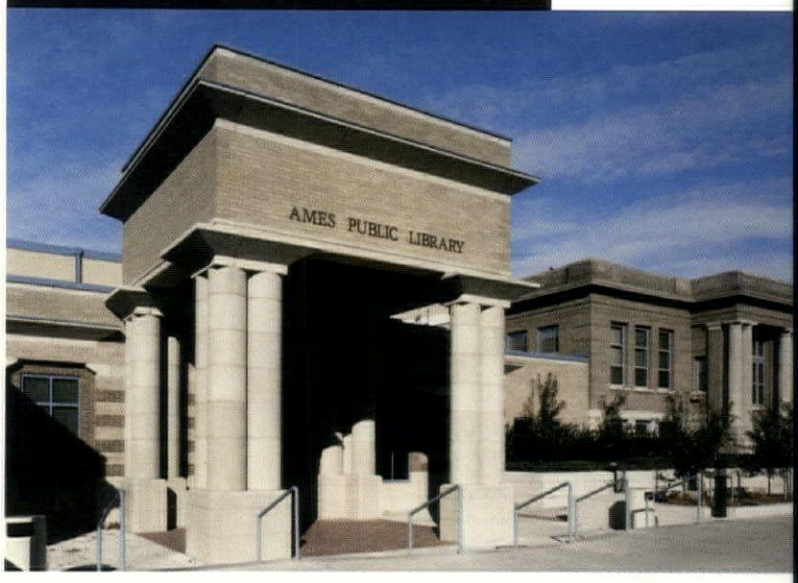
H O N O R

Howard N. Kaplan, Photography

The 30,000 square foot expansion of the Ames Public Library is a contextual addition to a carnegie library originally constructed in 1905. The exterior and interior expression extends the character of the existing building by use of simplified classical forms. The skylighted interior court at the entry serves as a control area and the central point in the building from which all functional areas are accessible. This building has successfully blended three generations of library construction, and in the process has unified the image of an entire half block. The new image captures the essence of the existing structures while solving the problems of accessibility, mechanical control, and efficient operation.

Jurors' Comments

This is a very commendable project as far as picking up the original architectural language, transforming it somewhat, making it post-modern, and using that as an exterior. There is a consistency in detail and in the plan. It takes the texture of the old building and enlarges it by five or six times, which is a challenge to do.



PROJECT
Ames Public Library
ARCHITECT
KahlerSlaterTorphyEngberg
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ARCHITECT
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MERIT

Jurors' Comments

There is a place in architecture for buildings that very simply answer the question of which it's been asked. This project does that very nicely without grasping at incredible forms, or without stepping out of the context of the little building that already existed. It makes a very logical, simple, and yet clear statement about what it does and what it means. It respects the corner by allowing a succession of spaces that begin at the sidewalk and come to focus at the new entry pavillion.

The owner required an addition to their existing building to house electronic telephone switching equipment. The owner asked that the addition be designed in a manner that would enhance the existing building and the site, as well as restate their presence in the community. The solution was to use the existing materials and scale to provide an addition that does not look like an addition, but appears to be part of the original building. This project is a good example of the positive results that can be obtained, even on small projects, if the client and the architect show concern for detail, scale, material selection and landscaping.

Peter Faber, Photography

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ARCHITECT
Jules Vanoudenallen Shields Architects
CONTRACTOR
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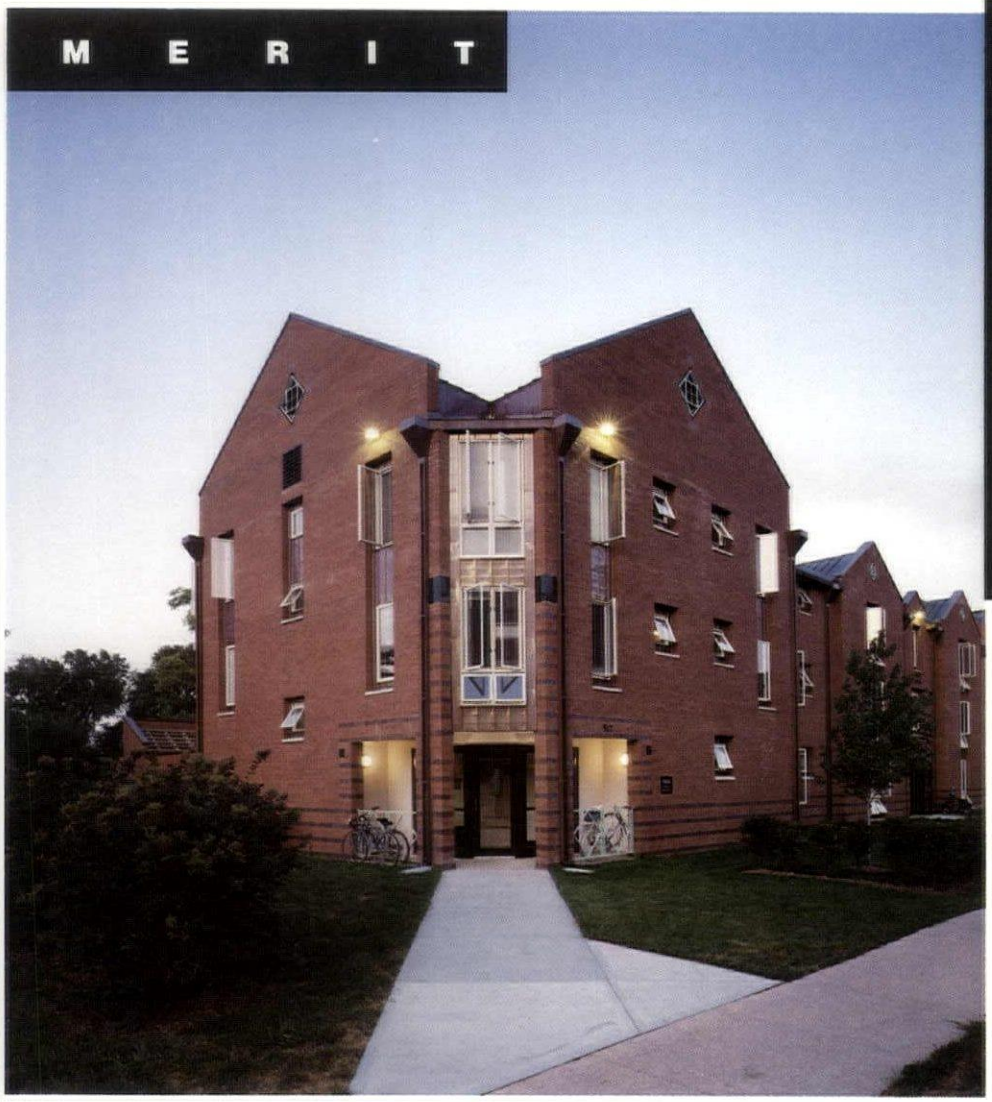
CITY
Madison, Wisconsin

MERIT



Jurors' Comments

This is obviously a very residential building with a very carefully thought out plan. Those qualitites telegraph from the plan through to the elevations and to the street itself. It's nice to see buildings with windows that open because it tends to animate the facades. The idea of being able to build a residential structure so that the apartments go from wall to wall so that breezes can circulate through them is commendable.

This design, a dormitory for meritorious graduate students, is intended to be a transitional setting between home living and independent living. It provides alternatives that are somewhat similar to an apartment dwelling as well as the more traditional dormitory dwelling. The project interprets concepts of suburban form comprised of squares, streets, forecourts, public gardens, and private gardens. The form and material of the building recollect the classical form of university housing at major universities in the United States and England. It is a three-story masonry building with a residential sense. While the budget was extremely tight, elegant materials were utilized in limited amounts.

Mark Heffron, Photography

HONOR

Mark Heffron, Photography

The design program is for a retail store in a suburban mall. The store owners requested a Roman facade and pink Cadillac as design elements in this new, high fashion women's shoe store. The client wanted a store that would "attack people".

Recognizing the interconnectedness of fashion and fantasy, the design team set out to exploit that relationship. Entering the store through crumpled columns, shoppers browse along either side of a fault line running from ancient southern Italy to southern California circa 1957. The stately ruins of Rome give way to car hops, Kitsch, and a pink Cadillac. This is earthquake country and the fault jogs not only space but time itself. The subtle use of real and "faux" materials represents a successful collaboration between the artist and contractor selected to execute this design.

Jurors' Comments

This is a "wow" type of project. It is just very well done. There is wit in the handling of the floor plan, and in certain classical elements. A sad element I find in these things is that you know it is so transitory. I'd like to see one or two of these saved. It says a lot about American shopping rituals.

PROJECT
Goldi's Woodfield Mall
ARCHITECT
Kubala Washatko Architects
CONSTRUCTION MANAGER
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CONTRACTOR
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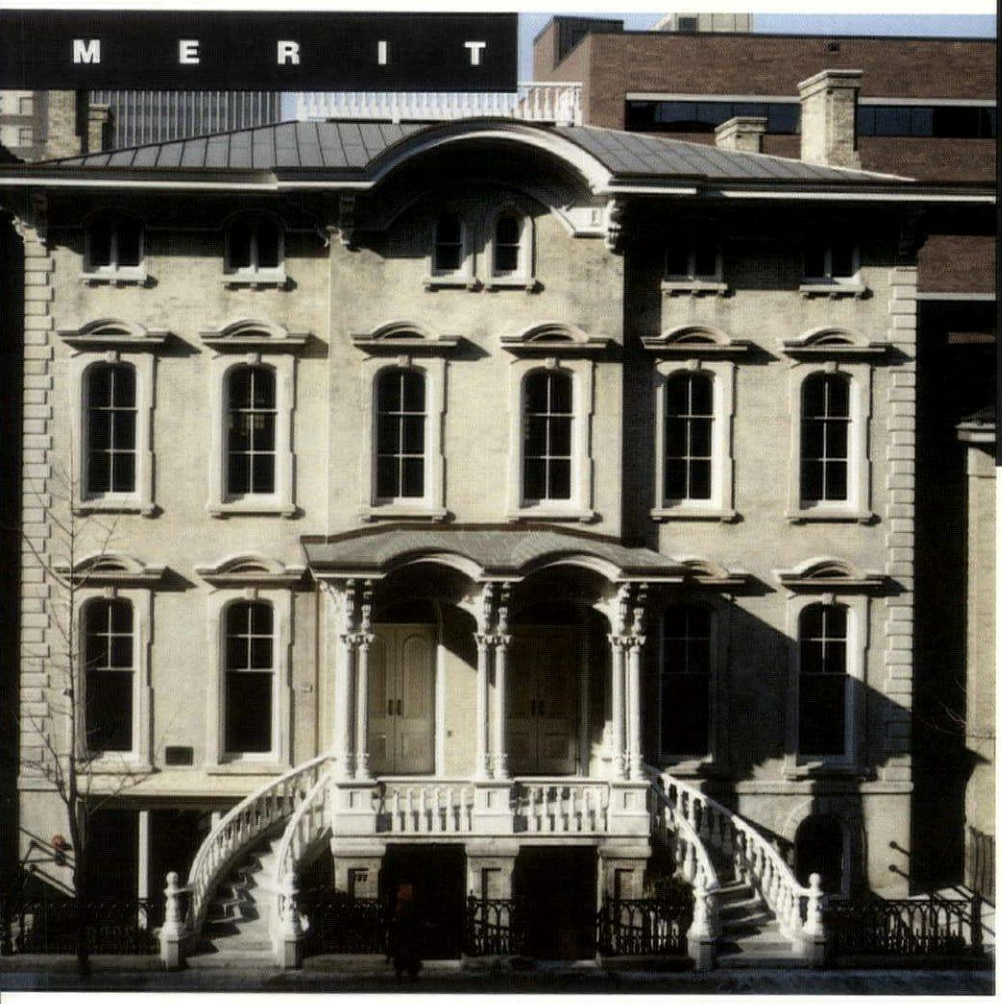
CITY
Milwaukee, Wisconsin

MERIT



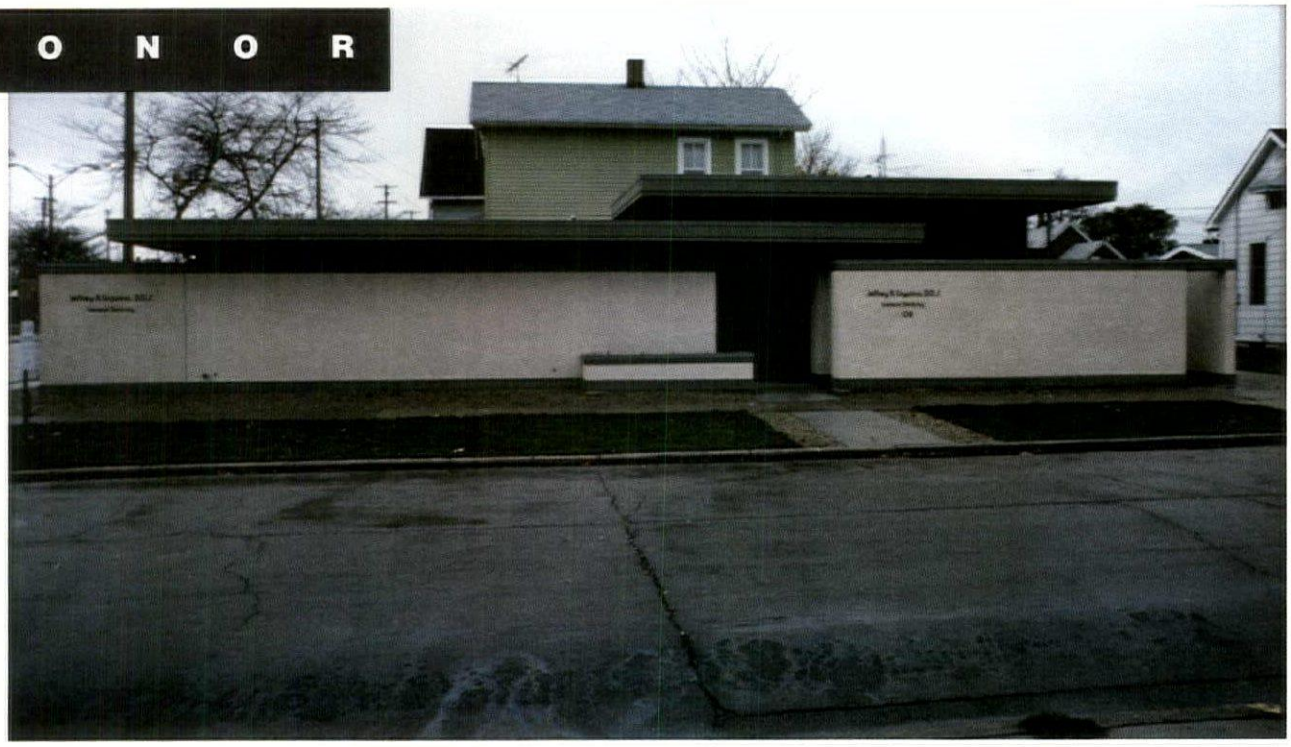
Jurors' Comments

This is a building that was saved from disaster. We commend the front facade, restored to its original grandeur, and the intriguing rear facade which could stand on its own as a piece of architecture. One of the most encouraging things is seeing old buildings being reused, and that they get awards.

The program called for the rebuilding and adaptive reuse of a historically significant building which had been gutted by fire. The remodeled building, located in a major urban area, was to retain its original north, east and south facade by building a new structure within the building shell. The exterior of the remodeled building was to be restored to a historically correct appearance when viewed from the street and new exterior building elements were to be compatible with the original building, which had been designed by Edward Townsend Mix in 1862.

Eric Oxendorf, Photography

H O N O R



Robert Kueny, Photography

Demographics showed this corner site in an older neighborhood to be a desirable location for a dental office. The site was occupied by a remodeled 1920's gas station and a one car garage totaling 800 square feet. Zoning allowed no additional expansion.

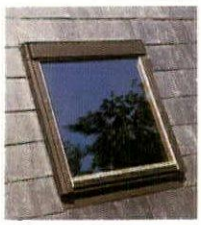
The solution was to provide remodeling and infill for a 1,000 square foot dental office within the existing building perimeter. The design is a studied interplay of form, line, proportion, balance, and planes.

Jurors' Comments

The idea that an architect can give an example to the community as is shown in this project is worth really standing up and applauding. What was there was of no value. What is there now addresses the street and addresses pedestrian scale, and yet it still works as a building inside. The high windows and the raised roofs work very well for this kind of dental office space. The building works well on its site, with its site and for its use.

PROJECT
Dental Office
ARCHITECT
Robert M. Kueny
CONTRACTOR
Margetson Builders
CITY
Kenosha, Wisconsin

IMAGINE THE POSSIBILITIES



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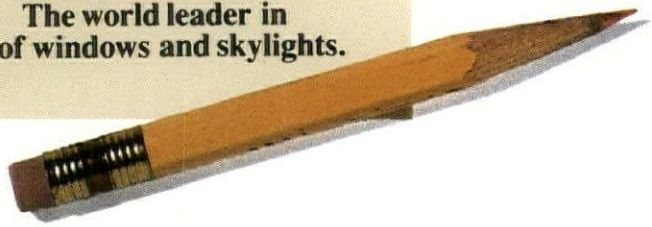

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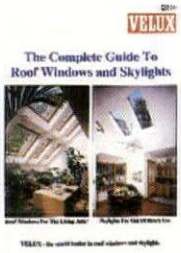

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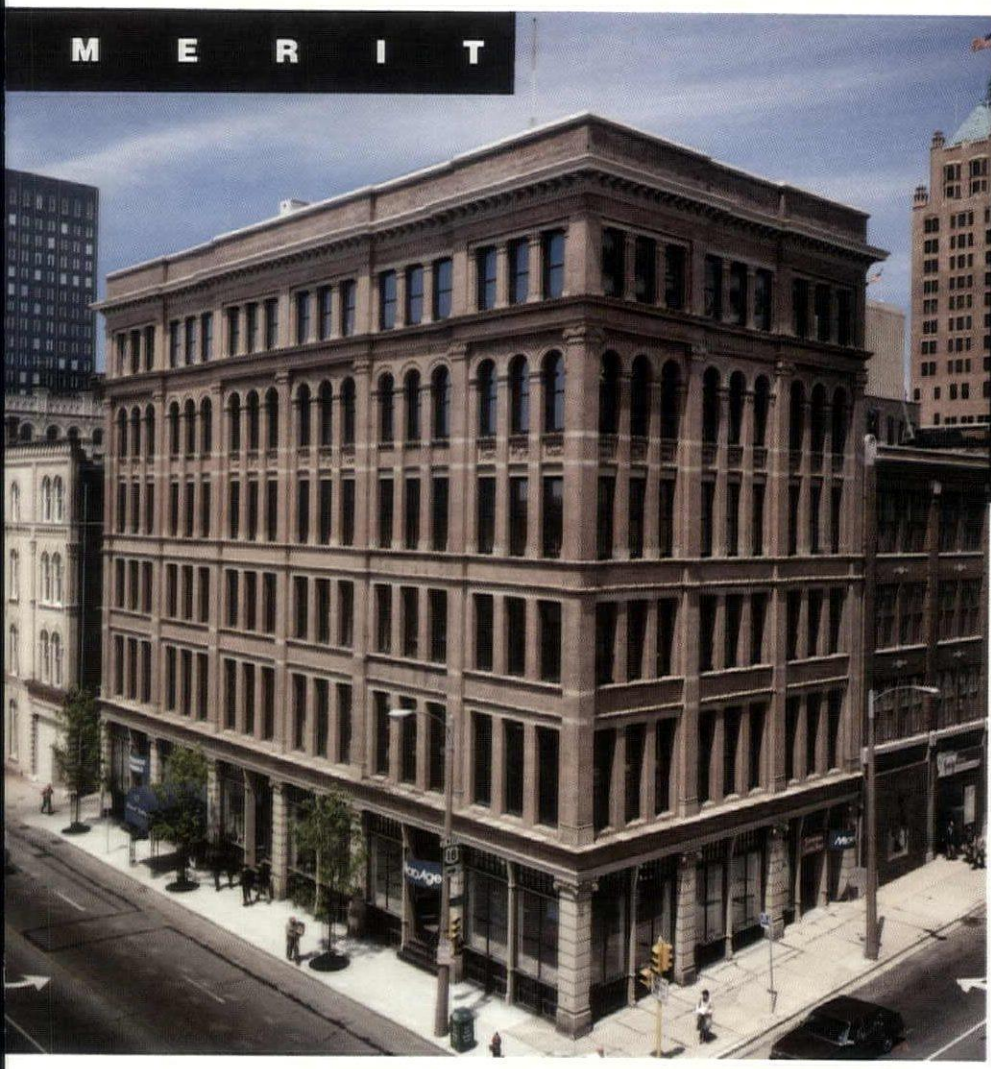
PROJECT
McGeoch Building Renovation
ARCHITECT
Uihlein Architects
CONTRACTOR
A. J. Heinen, Inc.
CITY
Milwaukee, Wisconsin

MERIT



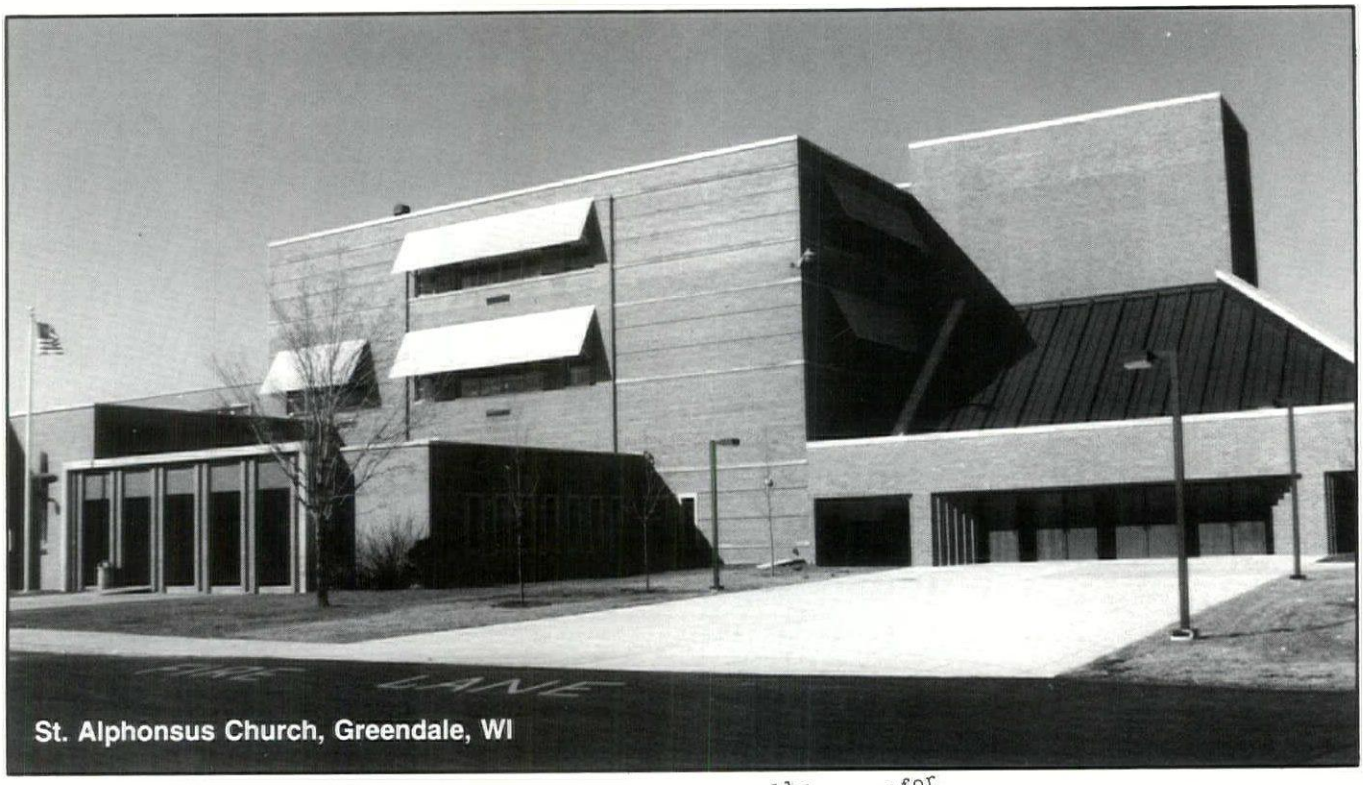
Jurors' Comments

The ground floors are the most beautiful part of this. There's a real delicacy and texture there which extends as far as the elevator lobby, where the wood detailing is particularly nice. The architects should be commended for the role that they played in seeing to it that the building had more life to it.

The architectural challenge was the adaptive reuse of a turn-of-the-century printer's loft building into speculative class A commercial office space. While restoring the exterior of the brick and terra cotta structure, the interior was to be completely gutted and fitted with new mechanical, electrical, and conveying systems. This project successfully creates a high quality multi-tenant contemporary office environment within the shell of a tax act restoration. Different spacial volumes present in the original structure are used to great advantage by inserting mezzanines and special ceiling treatments to make the best use of the space. It is a project which advertises the benefits of adaptive reuse by its low renovation cost.

Eric Oxendorf, Photography

Award Winning Construction



St. Alphonsus Church, Greendale, WI

The following is a letter of congratulations to the Bell-Reichl Firm and one of recommendation to whomever may be looking for the same.

We the Congregation of St. Alphonsus would like to express our gratitude to you for the conscientious and efficient execution of your role as Construction Managers in the two million dollar renovation and reconstruction of our new church.

We appreciate the intricate construction estimates on the plans submitted by the Architect as well as the weekly computer read outs on projections and expenditures. We are confident you saved us many dollars in the construction of our facility.

You were extremely sensitive to any of our recommendations or needs. There was immediate follow through on every suggestion we made.

The management of the work on the construction site was indeed superior. You demanded and received the highest quality of performance from all the trades involved.

In short we would wholeheartedly recommend your services to anyone contemplating construction. For we are genuinely pleased.

Sincerely,
Carrol C Straub
Rev. Carrol C. Straub
Administrator/St. Alphonsus Parish

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PROJECT
St. Alphonsus Church
ARCHITECT
Kenton Peters & Associates, Inc.
CONTRACTOR
Bell - Reichl
CITY
Greendale, Wisconsin

MERIT

Jurors' Comments

The existing conditions and the scooping out of the old gym space was treated in a very original fashion. The natural light is very Scandanavian. The award is for the interior, for creating a worshipful environment out of a difficult situation.

The program was to expand a drab, below grade gymnasium located on the lowest level of a three-story parochial school into a majestic house of worship, comfortable for reflecting in solitude or for a congregation of 1,200 celebrating in unison. The resulting space was brought to life by the play of defused light washing down from a hiden clerestory that runs the full length along both the peak and foot of the pitched roof.

Mark Heffron, Photography
(for Wisconsin Architect magazine)

Buhler Bags Big Buildings

John Buhler Company, Inc. was a part of two of Milwaukee's most recent architectural monuments: The 440 East Wisconsin Building (also known as the "Winmar" Building) and the new Wisconsin Electric Power Company headquarters building. John himself drew heavily upon more than 30 years of experience to sell the contractors on the toilet partitions by Metpar and Columbia and the bathroom accessories by ASI and Bradley and then expedited delivery and co-ordinated the skills of our own union sheet metal personnel as well as other local plumbers and glazers to do the installation.

All of us found it exciting to work with the architects and contractors as well as craftsmen of other trades as the two mammoth projects came together. We are looking forward to more of this kind of challenge and opportunity as we begin work on the new Theatre District Hotel where we have the bathroom accessories, linen chute, fire extinguishers, corner guards, coat racks and the projection screens.

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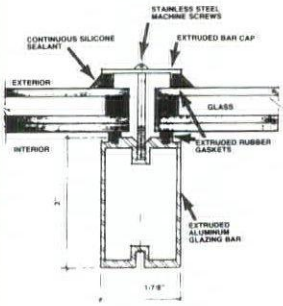
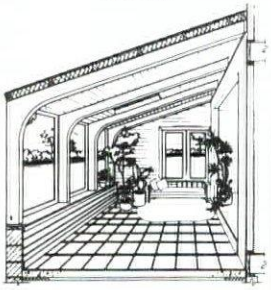


Janco Solaroom Perspective View

Evergreen Room



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World Cities of the Future Competition

Predicting and designing what future cities might be like has engaged the imaginations of planners, designers and architects for as long as the professions have existed. As we prepare to enter the 21st century these forward-looking activities take on greater significance. Without setting goals and establishing visions to strive for, we may find ourselves wandering aimlessly into the city of the future, ill-equipped to solve problems that seem certain to face us.

The World Cities of the Future International Planning and Design Competition will provide the opportunity to learn from the past, evaluate the present, and propose visions for future cities. It is the first in a series of ambitious, world-wide competitions being planned by the School of Architecture and Urban Planning at the University of Wisconsin at Milwaukee and sanctioned by the International Union of Architects. Prizes totaling $125,000 or more will be offered.

The competition, scheduled to take place in Milwaukee in 1988-89, will challenge architects, planners, designers, engineers and social scientists from around the world to create concrete, workable proposals for the city of the year 2020, using Milwaukee as a model.

The sanctioning by the International Union of Architects will assure that the World Cities of the Future competition will have an international pool of competitors and a world-wide audience for the competition's results. The International Union of Architects represents architects and designers from more than 95 nations.

To ensure that practical plans rather than fanciful or idiosyncratic visions are elicited, the competition planners have devised procedural guarantees. Entrants will be required to illustrate the sequence of planning and design stages required to arrive successfully at their solutions, and entries will be evaluated on how well their short-term, as well as their long-term planning and design strategies are presented. The importance of producing useful, credible solutions requires that they be based on real problems, issues, and trends. For this reason, entrants will base their solutions on predictive assumptions selected from a set prepared in advance by experts from various disciplines. The predictive assumptions are meant to serve as guides for, rather than constraints on, the competitors as they search for design solutions.

Milwaukee was chosen as the subject for the first competition because it is typical of a class of cities; its rapid economic development and industrial growth during the past century have been followed by profound changes in its manufacturing, commercial, and industrial base. Milwaukee, like other 19th-century smokestack cities, is now feeling the stresses being placed on its social, economic, and physical resources. The planning and design solutions proposed for Milwaukee by the competitors should be transferable to similar industrial cities around the world.

Subsequent competitions will focus on different cities, each illustrating specific urban issues. During the first World Cities of the Future competition, other cities and organizations will be sought as candidates for future competitions. Cities such as Budapest, Dubrovnik, Rome and Athens would be logical hosts for a competition focusing on the danger of losing a rich, historic tradition to changing environmental, social, and economic pressures. Or, as another example, Mexico City, Calcutta, Sao Paulo, or Cairo could sponsor a competition concerning the profound pressures on urban infrastructure brought to bear by the population explosion expected to continue during the next two decades.

The World Cities Competition has two goals: one, to create innovative and credible visions for the city of the future; and two, to educate architects, planners, designers, civic officials, students and the general public about the problems and potentials of the city of the future. The full educational benefits of the competition will be realized only when the planning and design concepts, theories, and proposals generated during the conference are disseminated internationally, with the assistance of the U.I.A., in a series of publications and travelling exhibitions. In this way, the World Cities competitions will be intellectual vehicles supporting a continuing dialogue about the future of the city. The ultimate value of the competitions lies in their potential to educate and influence those people who will be responsible for the planning, design, and building of the cities of the future.

EDITOR: The WSA has joined the growing list of foundations, private corporations and governmental bodies sponsoring the World Cities of the Future International Planning and Design Competition, a competition that will address issues of how we will live in the 21st century. The WSA has pledged an initial contribution of $5000 to support the competition, which has a total budget of $430,000. For more information on the World Cities of the Future Competition, contact Bill Babcock at the WSA office.

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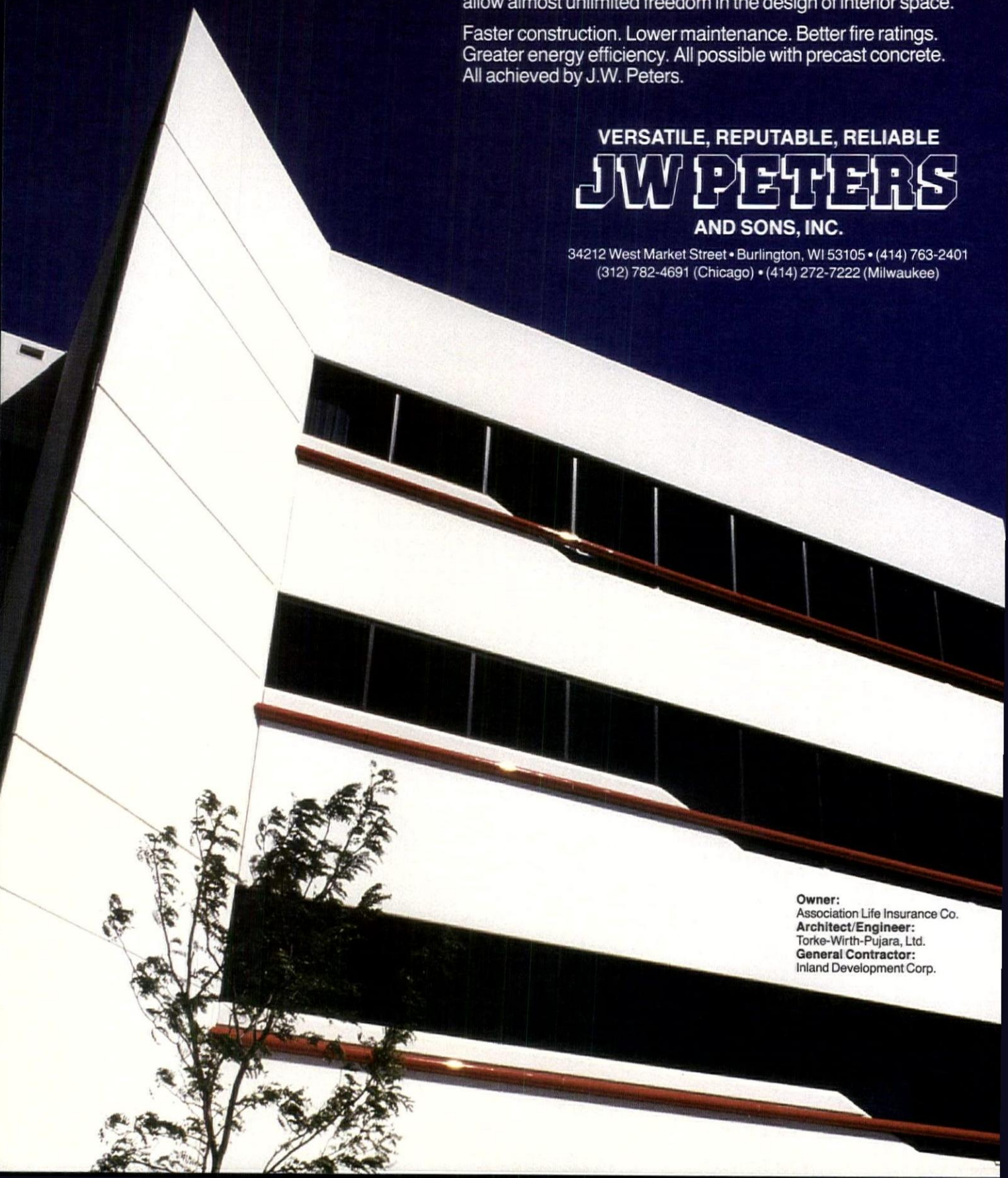

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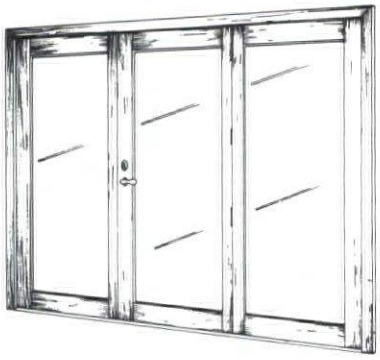

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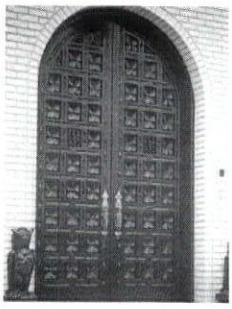

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WAF Annual Meeting

Held in conjunction with the 1987 WSA Convention, this year's Annual Meeting of the Wisconsin Architects Foundation (WAF) celebrated the Foundation's 33rd year of building a better Wisconsin through architectural education. During this period the WAF has contributed more than $120,000 in scholarships to over 150 students.

Elected to three-year terms on the WAF Board of Directors were Paul Graven, FAIA, John Jacoby, FAIA, and Jack Fischer, AIA. Jack replaces Paul Bronson who completed his second three-year stint on the WAF board, the maximum allowed by the WAF Bylaws. Jack . . . welcome aboard! Paul . . . our heartfelt thanks for your strong and consistent support of the WAF's efforts in promoting architectural education in Wisconsin. The other members of the WAF Board of Directors are Tom Nisbet, AIA, Bob Yarbro, AIA, Dave Gaarder, AIA, George Schuett, FAIA, Dean Carl Patton, and Bert Fredericksen.

WAF President Tom Nisbet also had the honor of accepting a check in the amount of $5,742 from the Milwaukee Chapter CSI which will be added to the WAF's endowment. Presenting the check on behalf of the Milwaukee Chapter CSI were Rich DeLisle, 1987 President, and Clarence Huettenrauch, AIA. The WAF has agreed to invest and administer these funds for the CSI and to recognize the organization's significant contribution when scholarships are awarded. Both the WAF and Milwaukee Chapter CSI are looking forward to a successful and rewarding long-term relationship.

The Best Block Award of Excellence winner also was announced at the WAF meeting. Best Block Company sponsors an annual design competition in cooperation with the WSA for building projects utilizing specified masonry materials and donates $1,000 to the WAF in the name of the winning architect. This year's winning project was the Northcott Neighborhood House in Milwaukee. Dick Magliocco, Sales Manager with Best Block Company, presented the award.

A new award also was introduced at this year's WAF Annual Meeting . . . the WAF Founders Award. The purpose of this award is to recognize recipients of WAF scholarships and other individuals for their significant contributions to architectural education in Wisconsin. The award is presented in honor of the architects who worked to establish the WAF. The first WAF Founders Award was presented to Anthony Pawlowsky, AIA. Tony was an early recipient of a WAF scholarship and presently is a principal of Potter Lawson Pawlowsky, Inc., in Madison. Congratulations!

Last, but not least, the WAF kicked off a campaign to increase its endowment for architectural education scholarships. The three-year campaign is called "Campaign 300." You'll be hearing more about this

QBS Network

The WSA was asked recently to meet with a municipality concerning the selection of an architect for a substantial library and community center project.

After meeting with the city public works director, WSA staff discovered that the library director had already submitted a recommendation to the mayor that a Qualification Based Selection (QBS) process be initiated and followed for this particular project.

In tracking down where the library director had received material on QBS, we found that it had been forwarded to him from a fellow library director in another part of Wisconsin who the WSA had worked with through the mail and over the phone some eight months earlier.

Even though the WSA staff did not meet in person with the first public owner, they did use QBS . . . and obviously were pleased enough with the process and results to recommend QBS to one of their peers.

Qualification Based Selection . . . it's catching on. For more information on QBS, contact Van at the WSA office.

"How To Pick An Architect"

A reporter from *Corporate Report Wisconsin* magazine called the WSA office. He said the magazine was going to be publishing a special issue on economic development efforts in Wisconsin, including articles that would provide businesses with some helpful tips on how to go about expanding or relocating in the state.

His question was: "How do you select an architect?"

The WSA was able to provide the reporter with materials on our Qualification Based Selection (QBS) program.

The result was an article entitled, "How to Pick an Architect" in the June 1987 issue of *Corporate Report*. The article outlined a four-step process for the selection of an architect or engineer: solicitation, evaluation, interview and negotiation.

Experience Speaks

A great time was had by all at a recent Northeast Chapter/WSA meeting. The meeting featured an informal panel discussion on architectural practice in that part of Wisconsin since 1925.

The panelists included the likes of: Ed Berners, FAIA; Ted Irion, AIA; Paul Kilp, AIA; George Narovec, AIA; Gordon Peterson; Fred Raeuber, AIA; Leonard Reinke, FAIA; Julius Sandstedt, FAIA; Len Schober, FAIA; Mel Siewert and John E. Somerville, AIA.

Responding to questions from the audience, the panelists offered their comments on the current trend in architecture, changes in specifications and working drawings, the tremendous cost increase in liability insurance, and the need to better educate the public on what architects do. Bob Yarbro, AIA, was the moderator for the program.

Nisbet Receives Award

The design "Battle Bows" by Nesbit/Architects of Madison and Scopia Sculptors of St. Louis has been awarded First Prize in the national design competition for the Tri-State Veterans Memorial in Dubuque, Iowa.

The winning design by WSA member Thomas K. Nisbet, AIA, and Saunders Schultz and William Severson of Scopia Sculptors was selected by the Tri-State Veterans Association from 54 entries submitted by designers from around the country. The design team collaborated for over a year in the preparation of its submission and will be awarded $10,000 for its winning design.

The memorial is dedicated to veterans of all wars and will overlook the Mississippi River in Marshall Park in Dubuque. Congratulations to Tom!

People & Places

Yarbro-Kempinger Architects, Inc. will no longer offer architectural services.

Bob Yarbro will continue to practice as follows:
Robert L. Yarbro, AIA, Architect
Rt. 1, Box 1057
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Tel: (414) 622-4508

Dick Kempinger will begin a new business as:
Richard Kempinger, Architect
1488 W. South Park Avenue
P.O. Box 2903
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Tel: (414) 235-3310

Heike/Design Associates, Inc., an architecture, engineering and interior design firm located in Bishops Woods, Brookfield, Wisconsin, is pleased to announce the appointment of Elmer A. Keller, AIA, as Vice President.

Elmer A. Keller, AIA

Keller has 33 years experience in management positions in architectural firms, most recently as vice president of Flad. His specialized expertise in the areas of educational, commercial, and industrial projects include many well-known facilities around Wisconsin including facilities for Wisconsin Electric Company, G.E. Medical Systems, Waukesha County Technical Institute, City of New Berlin, and numerous school districts.

Robert H. Grapentin, AIA, has formed an architectural firm to be known as Robert H. Grapentin, Architect. Specializing in the design of medical, commercial and institutional construction projects, the company also announced the new location of its main offices at 100 E. Washington St., Appleton, WI 54911. Phone No. (414) 738-7114.

Membership Action

Ewanowski, David, was approved for AIA Membership in the Southwest Wisconsin Chapter. (He has upgraded from Associate Member.)

Thern, Richard C., was approved for AIA Membership in the Northeast Wisconsin Chapter.

Riedel, James, was approved for Student Membership in the Southeast Wisconsin Chapter.

Brown, Marjorie, was approved for AIA Membership in the Northeast Wisconsin Chapter.

Scherrer, James, was approved for Prof. Affiliate Membership in the Southeast Wisconsin Chapter.

Armour, Norman, was approved for Prof. Affiliate Membership in the Southeast Wisconsin Chapter.

Good, James P., was approved for AIA Membership in the Southwest Wisconsin Chapter. (He has upgraded from Associate Member.)

Bruce, John, was approved for Associate Membership in the Southwest Wisconsin Chapter.

Adams, David, was approved for Student Membership in the Southwest Wisconsin Chapter.

Caryer, Jane H., was approved for Prof. Affiliate Membership in the Southwest Wisconsin Chapter.

Berta, Paul, was approved for Prof. Affiliate Membership in the Southwest Wisconsin Chapter.

Marketplace

Jaeckle Wholesale, a major flooring products' distributor, has introduced a DIVISION 9 - SPECIFIER MASTER REFERENCE manual. The all-encompassing manual covers product and spec format for ceramic, carpet, resilient, carpet cushion, adhesives and laminate in one 3-ring binder.

Ceramic, Carpet and Resilient 09000 C.S.I. Master Formatted Specs are detailed for quick reference along with support detail drawings for ceramic. The manuals are designed to assist the specifier in referencing product for specification development and writing. Each book is placed with a specifier or architect and is registered with Jaeckle Wholesale for regular updating.

For more information on Jaeckle's SPECIFIER MASTER REFERENCE, contact: Fred Jaeckle, Jaeckle Wholesale, Inc., 2310 Daniels Street, Madison, WI 53704-67956. Tel: 1-800-362-7225 (Wisc) or 1-800-551-5668 out-of-state.

Marvin Windows, known nationally for its ability to build custom windows in any size or shape, now offers wood and clad wood Round Top windows in 32 standard sizes. The firm manufactures standard-sized Round Tops for double hung and casement windows and elliptical transom windows for terrace and patio doors. It also offers standard-sized circle windows.

Marvin Windows was the first major manufacturer to re-introduce Round Tops to the industry in 1981. For six years the company has been building Round Tops in custom sizes and styles. Now the company offers standard sizes, too, which are less expensive and available in less time than custom sizes.

For more information, contact Builders World, P.O. Box 881, Waukesha, WI 53187 414-542-8883.

J.W. PETERS PARKING STRUCTURES SET THE STANDARD FOR DURABILITY

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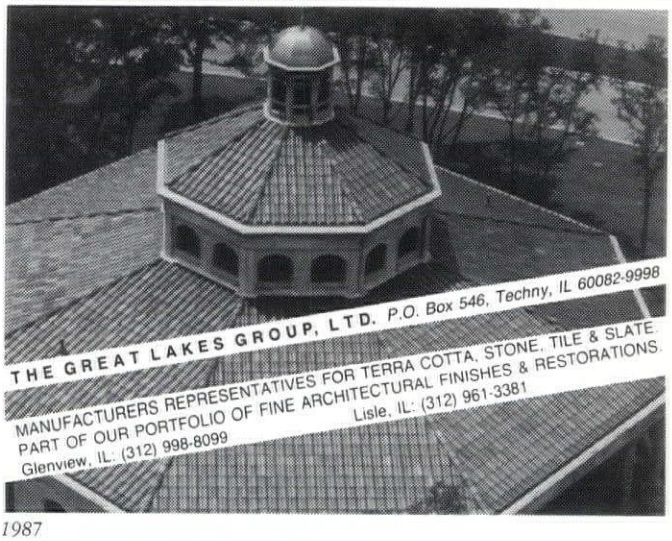

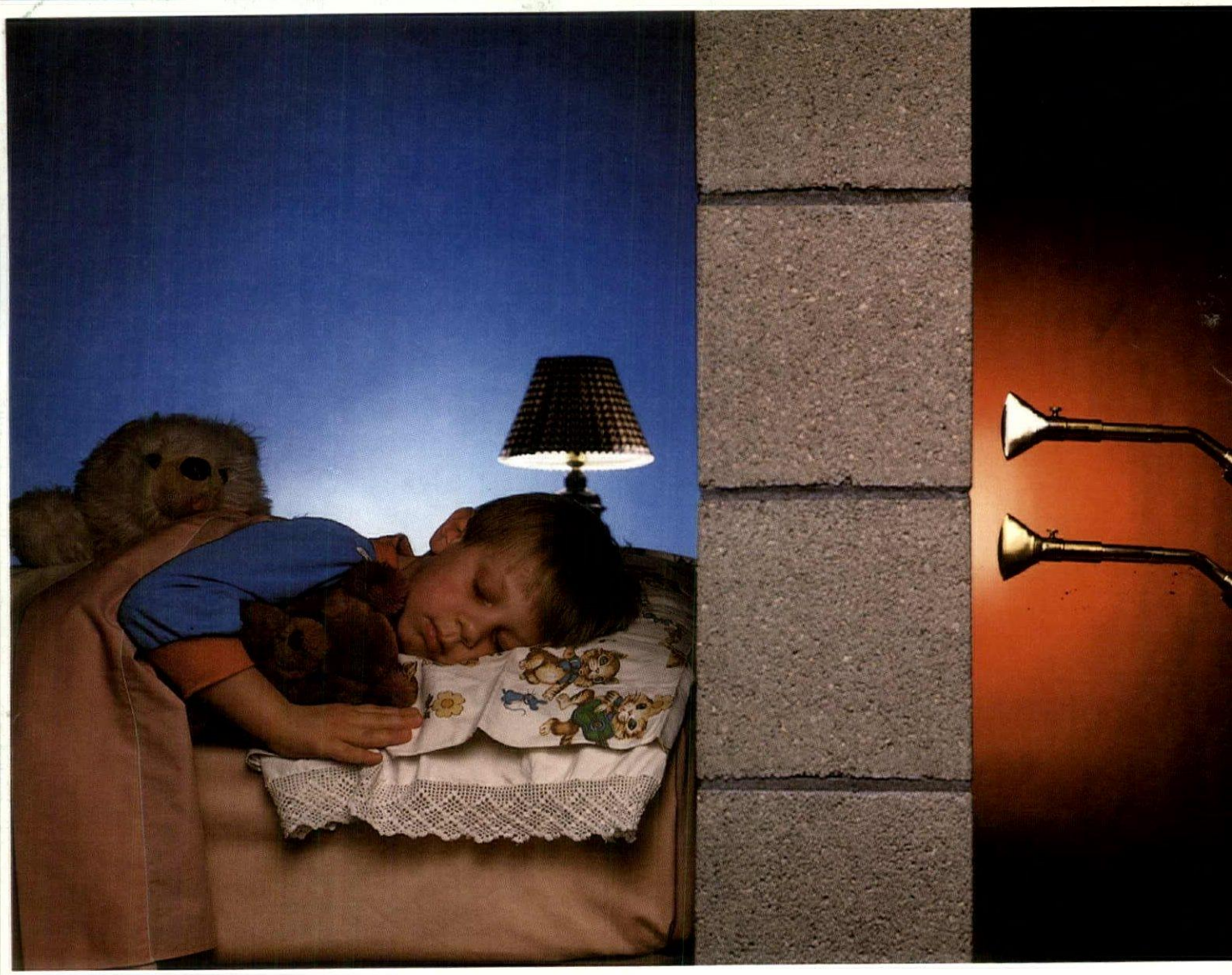

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